World Congress on Medical Physics & Biomedical Engineering
June 3–8, 2018
Prague, Czech Republic
www.iupesm2018.org

Prospectus for Commercial Opportunities
General Information

Organized by
Czech Society for Biomedical Engineering and Medical Informatics
Member of Czech Medical Association JEP
Prague, Czech Republic

Czech Association of Medical Physicists
Prague, Czech Republic

Welcome to Prague

Population: 1,250,000
Area: 496 square kilometres
River: Vltava flows through Prague for 31 kilometres
Climate: The average annual temperature is 9 °C (January: -2°C/ 28.4°F, July: 20°C/ 68°F)

Prague, City of a Hundred Spires, a UNESCO monument and one of the most beautiful cities in the world. Get to know it in person. Prague as a major destination of visitors arriving in the Czech Republic, with its appeal of architectural monuments of all styles, the traditional hospitality of its people and the excellent beer served by Czech pubs, as well as the remarkable mix of Czech, German and Jewish cultures, is considered one of the most beautiful cities, and not just in Europe but it is regularly voted among the ten most beautiful cities in Europe.

Congress Venue

Prague Congress Centre (PCC)
5. května 65, 140 21 Prague 4, Czech Republic
GPS: 50.0621533N, 14.4285917E

The Prague Congress Centre is one of the most dominant points in the city and one of the largest and best-equipped European congress centres. The Prague Congress Centre provides a range of conference, banquet and exhibition areas, which makes it one of the largest and most comprehensive suppliers of congress services on the European market. The high technical quality, variability of internal areas and the exclusive view from the congress foyers and neighbouring halls makes this modern complex one of the most sought after congress localities. It is located on one of Prague's many hills, which provides visitors with a beautiful view of the world famous Prague panorama where the silhouette of Prague Castle, together with a myriad of towers belonging to churches, cathedrals, palaces and historical buildings from the centre, rise above the Vltava River and extensive parks. Its location is very practical, being easily accessible from the city centre by underground or motorway. It has its own underground system station, "Vyšehrad" and extensive parking facilities.
Invitation from the Congress Organizing Committee

The World Congress on Medical Physics and Biomedical Engineering 2018 which will be held in the very heart of Europe, Prague, Czech Republic, is a triennially organized joint meeting of professionals from medical and scientific circles and with an expected attendance of 3000 people. Such as, it is a great opportunity how to promote your business. Thanks to her enchanting beauty, Prague is one of the cities which tend to attract tourists from all over the world as well as it creates business opportunities. The World Congress on Medical Physics and Biomedical Engineering provides an exceptional occasion for industrial partners and non-profit organisations to present their products, technologies and innovations to experts and decision-makers in medical physics, biomedical engineering and applied medicine.

Thanks to the effective combination of exhibition and congress, sponsors and exhibitors are provided with a unique chance to target a large audience, meet potential clients in person and turn new valuable contacts into longlasting business partnerships.

Why should you become a sponsor?
Because it is a golden opportunity to put your business in the spotlight and get ahead of those ones who had hesitated.

By becoming a Partner to the Congress, you are actively creating the future of your business.

Scientific Programme

The Congress will focus on following 23 tracks will offer a diversity of topics:

| 1 | Diagnostic Imaging |
| 2 | Image Processing |
| 3 | Information Technology in Healthcare |
| 4 | Modelling and Simulation |
| 5 | BME and MP Education, Training and Professional Development |
| 6 | Patient Safety |
| 7 | Accreditation and Certification |
| 8 | Health Technology Assessment |
| 9 | Biosignals Processing |
| 10 | Biomechanics, Rehabilitation and Prosthetics |
| 11 | Minimum Invasive Surgery, Robotics, Image Guided Therapies, Endoscopy |
| 12 | Diagnostic and Therapeutic Instrumentation |
| 13 | Micro- and Nanosystems, Active Implants, Biosensors |
| 14 | Neuroengineering, Neural Systems |
| 15 | Biomaterials, Cellular and Tissue Engineering, Artificial Organs |
| 16 | Assistive Technologies |
| 17 | Biological Effects of Electromagnetic Fields |
| 18 | Clinical Engineering |
| 19 | Radiation Oncology Physics and Systems |
| 20 | Dosimetry and Radiation Protection |
| 21 | Advanced Technologies in Cancer Research and Treatment |
| 22 | Biological Effects of Ionizing Radiation |
| 23 | Nuclear Medicine and Molecular Imaging |

Pricing

All prices listed in the prospectus are stated in Euros excluding VAT. VAT is to be charged based on current Czech law (21 % as of 2013 or a reverse charge for particular countries/items).

The deadline for booking the sponsorship package is February 28, 2018.
## Sponsorship Opportunities & Exhibition

To choose the Sponsors package that suits your company the best, you may combine following activities and the exhibition space rental:

### Poster Session
- 5 000 EUR (limited to 2)
- Partner's logo displayed on top of each poster board.

### E-Posters
- 5 000 EUR (limited to 2)
- Partner's logo displayed at the top or bottom of the computer screen.

### Wi-Fi Sponsor
- 5 000 EUR (limited to 2)
- Partner's logo displayed on all signage associated with the wireless internet.

### Speakers' Room
- 3 000 EUR (limited to 1)
- All speakers will use this room to prepare and upload their presentations. Price includes company logo displayed within the room and as screen savers. Company can distribute their own mouse pads etc.

### Delegate Bags
- 10 000 EUR (limited to 1)
- Congress bag will be given to each delegate on arrival at the venue. Company logo will be placed on every bag.

### Delegate Lanyards
- 8 000 EUR (limited to 1)
- Lanyard will be given to each delegate on arrival at the venue. Company logo will be placed on every lanyard.

### Delegate Lounge
- 5 000 EUR (limited to 1)
- Opportunity to place promotional materials within the delegate lounge that provides delegates a comfortable seating area to conduct meetings or check emails. Company can place roll-up banner within the area.

## Sponsorship Packages

### Platinum Sponsor
- 30 000 EUR
- Exhibition area of 25 sq m
- 6 exhibitor registrations
- 2 pages of advertisement in the Final Program
- Company description in the Final Program with contact information (200 words)
- Acknowledgement in all pre-congress and congress materials
- Company logo published on the congress website
- Company logo displayed in the congress area
- 2 inserts in the delegate bags
- Possibility to hold an Industry-supported symposium at no additional costs

### Gold Sponsor
- 20 000 EUR
- Exhibition area of 20 sq m
- 4 exhibitor registrations
- 1 page of advertisement in the Final Program
- Company description in the Final Program with contact information (200 words)
- Acknowledgement in all pre-congress and congress materials
- Company logo published on the congress website
- Company logo displayed in the congress area
- Company logo printed on the delegate bags
- Possibility to hold an Industry-supported symposium with 50% discount

### Silver Sponsor
- 10 000 EUR
- Exhibition area of 10 sq m
- 3 exhibitor registrations
- 1/2 page of advertisement in the Final Program
- Company description in the Final Program with contact information (200 words)
- Acknowledgement in all pre-congress and congress materials
- Company logo published on the congress website
- Company logo displayed in the congress area
- 1 insert in the delegate bag

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**Note:** The sponsor packages are subject to change and may vary depending on the specific event's needs.
<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Stations</td>
<td>6 000 EUR</td>
<td>Water Stations will be located in the Exhibition Hall. Partner’s logo displayed on the water stations.</td>
</tr>
<tr>
<td>Pens</td>
<td>2 000 EUR</td>
<td>Provided by the sponsor, the congress organizer will insert the company branded pens in the congress bags.</td>
</tr>
<tr>
<td>Notepads</td>
<td>2 000 EUR</td>
<td>Provided by the sponsor, the congress organizer will insert the company branded notepads in the congress bags.</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>4 000 EUR / 1 day</td>
<td>Company logo will be displayed on the tables with coffee break. Company can distribute their own flags, napkins, etc.</td>
</tr>
<tr>
<td>Lunch</td>
<td>4 000 EUR / 1 day</td>
<td>Company logo will be displayed on the catering tables. Company can distribute their own flags, napkins, etc.</td>
</tr>
<tr>
<td>Welcome Cocktail</td>
<td>10 000 EUR</td>
<td>The company logo will be displayed on the catering tables and roll-ups (provided by the company) in the area of the welcome Cocktail.</td>
</tr>
<tr>
<td>Gala Dinner</td>
<td>20 000 EUR</td>
<td>The company logo will be displayed on the tickets and menu cards. Acknowledgement during the welcome speech.</td>
</tr>
<tr>
<td>Congress Staff T-shirts</td>
<td>5 000 EUR</td>
<td>The company logo will be placed on the staff t-shirts.</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>8 000 EUR</td>
<td>Advertising in the Congress mobile application that can be downloaded by the delegates on their smartphones and other mobile devices. Application will include information about the event, personalized scientific programme and other features. Sponsoring Company logo will appear on the homepage of the application and a special company button with direct info about the sponsoring company.</td>
</tr>
<tr>
<td>On-line Congress Presentation (post-event)</td>
<td>5 000 EUR</td>
<td>Delegates can purchase an access to the congress presentations after the event. Company logo will appear at the website where presentations can be downloaded and Company will be acknowledged as a sponsor of the service.</td>
</tr>
<tr>
<td>Directional Signage</td>
<td>5 000 EUR</td>
<td>The company logo will be placed on all directional signs and information boards.</td>
</tr>
<tr>
<td>Industry Supported Symposium</td>
<td>10 000 EUR</td>
<td>The company will have an opportunity to hold a symposium during the Congress.</td>
</tr>
<tr>
<td>Congress Bags Insert</td>
<td>2 000 EUR</td>
<td>One promotional leaflet (max A4 format) or a small brochure will be inserted into each delegate bag.</td>
</tr>
</tbody>
</table>
Exhibition Area of 9 sq m  3 500 EUR

The price includes:
- Exhibition space
- 2 exhibitor registrations (access to the exhibition hall)
- Company listing on the IUPESM 2018 website

Additional square meter  350 EUR

Additional Exhibitor Registration  200 EUR
All exhibitors are required to be registered. Exhibitors can also buy exhibitor badges displaying the exhibiting company name. Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only.

Exhibition Area for non-profit organizations – 2 sq m  500 EUR

If you are interested in sponsoring or need any additional information, please contact Mrs. Ivana Kolihová who is managing Sponsorship & Company Requirements for more details. To book your exhibition space please email us your requirements with your full contact information and we will contact you back by return.

We are looking forward to welcoming you in Prague!

Mr. Petr Břinčil
Sponsoring Manager

GUARANT International spol. s r.o.
Na Pankráci 17
140 21 Prague 4
Czech Republic
Phone: +420 284 001 444
E-mail: brincil@guarant.cz

Exhibition

The event will take place in Prague Congress Centre. The IUPESM 2018 commercial exhibition will take place on the second floor of the Prague Congress Centre.

Advertising

Advertising in the Final Programme
Each delegate will receive a copy of the Final Programme on arrival at the venue. All advertisements will be carried in full colour.

Outside Back Cover Page (limited to 1)  4 000 EUR
Inside Back/Front Cover Page (limited to 1)  3 000 EUR
Inside Page  2 000 EUR
Half Page Inside  1 000 EUR

Advertising in the E-Newsletter
IUPESM 2018 Newsletter will be sent electronically two weeks in advance of the congress and will include Company logo and text up to 100 words.

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